

Shadow Mountain Club



Formal Opening at
Shadow Mountain -- Nov. 16

Thanksgiving Day -- Nov. 28

PALM DESERT

PROGRESSES

MALONE'S UNION OIL
 COACHELLA VALLEY SAVINGS & LOAN
 SAND HO CARPETS
 HANSON'S SHOPPING CENTER
 SHADOW MOUNTAIN TERRACE
 BETTY BECK
 DESERT MAGAZINE PRESS
 FIRECLIFF
 THE PATIO SHOPS
 FIELDS TEXACO
 PALM DESERT PHARMACY
 ALAD-INN
 INDIO FLORIST
 HEINLEY SHUTTERS
 PLAZA MOTORS (P.SP.)
 COACHELLA VALLEY SAVINGS & LOAN
 SAND HO CARPETS
 HANSON'S SHOPPING CENTER
 SHADOW MOUNTAIN TERRACE
 DESERT MAGAZINE PRESS
 FIRECLIFF
 THE PATIO SHOPS
 FIELDS TEXACO
 PALM DESERT PHARMACY
 ALAD-INN
 INDIO FLORIST
 HEINLEY SHUTTERS
 JOE'S LIQUOR & GOURMET PANTRY (RANCHO MIRAGE)
 PALM DESERT LODGE
 PALM DESERT SALES
 JEANNETTE CONSTANTINO
 LULU BELLE OF PALM DESERT
 HAL KAPP-TED SMITH
 WELCOME-WHITE
 OLMAN TRAVEL (P.SP.)
 IMPERIAL MOTORS (INDIO)
 YATES MUSIC (P.SP.)
 SILVER SPUR RANCH
 GALA VILLA
 ARLANSEA TRAVEL
 PATIO BARBER
 PEGGY'S
 SHELTON'S (INDIO)
 HALE'S
 MARY ANN'S
 THE CENTER
 EDITH EDDY WARD
 SHADOW MOUNTAIN CLUB
 VALLEY LUMBER
 SLIM GYM SALON
 DESERT AIR
 ANDREWS MARKET
 L. C. LEWIS
 OSTLER'S PAINTS



November 1957

Palm Desert, California

To: SHADOW MOUNTAIN CLUB MEMBERS



You are cordially invited to attend the

FORMAL OPENING

of the 1957-1958 Desert Season

SHADOW MOUNTAIN CLUB

PALM DESERT

Entertainment—Eleven p.m.

Saturday evening

November Sixteenth

Eight o'clock p.m.

R.S.V.P.

Formal Dress Optional



Shadow Mountain Club

Looking Ahead at
1957-1958 Season

DINING ROOM SCHEDULE

LUNCHEON—12 noon to 2:00 p.m.

DINNER—6:00 p.m. to 10:00 p.m. Saturday—6:30 p.m. to 11:00 p.m. with Dancing every Friday, Saturday and Sunday from 7:30 p.m.

SUNDAY BRUNCH—12 noon to 3:00 p.m.

WITH DANCING—12:30 to 2:30 p.m.

FRANK D'AMICO, Maitre d'

COCKTAIL LOUNGE—open 12 noon to closing

THANKSGIVING DAY—Dinner will be served continuously from 12 noon to 9:00 p.m.

SPECIAL HOLIDAY MENU—\$4.00 per person—\$2.00 each child

WEEKLY

MONDAY—Women's Golf Ass'n every Monday at 9:00 a.m. at Tee House.

TUESDAY—CLUB CLOSED

WEDNESDAY—Bridge and Canasta Luncheon every Wednesday, 12:30 p.m.

THURSDAY—Dinner-Bridge every other Thursday Night at 6:30 p.m. starting November 7th.

FRIDAY—Rotary Luncheon—12:15 p.m.

SATURDAY and SUNDAY—Snack Bar open—12 noon to 5 p.m.

EVERY DAY—Swimming—Golf—Tennis—Shuffleboard—Table Tennis

COMING EVENTS

FORMAL OPENING—November 16th—Reservations please

DINNER—\$7.50 per person, including tax and gratuity

Formal Dress optional

WATCH FOR FOLLOWING ANNOUNCEMENTS!

SPECIAL COCKTAIL HOUR—

Special prices for cocktails—Hot canapes will be served

MAKE THIS AN EARLY STOP

WEDNESDAY NIGHTS—BINGO!

THURSDAY NIGHTS—CHUCK WAGON—WESTERN STYLE

SUNDAY BRUNCH—BUFFET—with Music for Dancing

ATTENTION—SHADOWS—TRI-Ds—CACTUS CATS

WATCH FOR EARLY OPENING OF NEW KIDDIE LAND—now being completely refurbished.

All recreational facilities are new this year and will be under the supervision of our new Recreational Director arriving soon.

CLUB CLOSED TUESDAY

New Phone Numbers—Flreside 6-6123

Palm Springs No. FAirview 8-3545

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ON THE COVER

A SALUTE TO PALM DESERT

SUN SPOTS—NOVEMBER, 1957

Editor—Jewel Neal. Published at the Shadow Mountain Club, Palm Desert, California. Items of interest to members should be forwarded to Sun Spots, Box 14, Palm Desert, California.

TRICK 'R TREAT

On Hallowe'en—to its surprise—Shadow Mountain Club played host to several little ghosts and goblins—one little goblin so tiny he could not be seen over the ledge until boosted up by a slightly larger one, making it possible for him to state his case of "twick or tweet — twick or tweet!" And all the little ones were simply delighted with being served big delicious apples, with scrumptious cookies FROM A TRAY (they marveled) by a uniformed waiter with Ruth Steiner, longtime receptionist at the club, making a very gracious hostess.

IT'S A BOY!!!

Congratulations to Club Manager Ernie Boudreau and his wife, Jo on the birth of a son, Jeffrey Lantz Boudreau, Monday, November 4, 1957 at 9:13 p.m.



... at your grocers
... at your favorite
restaurant

ANDREW S. MOSELEY



Officers of the Board at Shadow Mountain Club photographed in the informal atmosphere of the Television Lounge. From left to right—Robert Owen, Treasurer, Boynton Jones, President, Carl Henderson, Vice President, L. C. Lewis, Secretary and Gertrude Stretch, Asst. Sec.-Treasurer. (A. J. Odell, Exec. Vice President is not in the picture.)

Letter to the Members

The closing of the Club facilities during the last two weeks in September drew the curtain on the 1956-57 season. The records prove this to have been the most successful since the stockholder members purchased the Club from the Palm Desert Corporation. Past President Ted Smith is due much of the credit for this success for, as you know, he presided during the best part of last season, his term having expired in April. To him we express our thanks for a job well done.

This letter is to acquaint you with improvements completed during the summer and preparations made for operations during the 1957-58 season.

The summer months enabled our capable Club Manager, Ernie Boudreau, assisted by Ben Montoya and his maintenance crew, to completely renovate the club facilities. Our mammoth figure-eight swimming pool now sparkles with a new coating of azure blue. The entire pool area has been redecorated and landscaped. Inside the clubhouse, members will find the lounge furniture newly covered, the dance floor resurfaced and other improvements too numerous to mention. The most startling change is to be found in the Cocktail Lounge where new carpeting, drapes and furniture have created a transformation that will have to be seen to be appreciated.

We ended the season with the financial and physical condition of the club at an all time peak and now enter the 1957-58 season prepared to surpass our previous record. The same courteous, efficient office staff under the capable direction of Gertrude Stretch, Asst. Sec.-Treas. and Auditor, will greet you as before. In the dining room Maitre d' Frank D'Amico, with many familiar faces on his staff, is prepared to offer dining room service unsurpassed. Johnny Cruz will greet old friends in the newly furnished cocktail lounge and, in the kitchen, Chef d' Cuisine Leon

Duray will tantalize the appetites with exotic dishes as only he can prepare them.

Past President Andrew Moseley, as chairman of the special Golf Committee, has been working diligently for the past several months to consummate plans for the construction of an eighteen-hole golf course, adjacent to our club. It now appears these plans are close to realization and Shadow Mountain Club will have its golf course.

Publicity Director Jewel Neal, who is also Editor of Sun Spots, promises continued improvement in this fine magazine of which we are so proud.

All of the above adds up to the fact that at no time in the history of our Club have memberships been such a bargain. So that others may share with us the unequalled advantages of these memberships, Frank Sorenson, our Membership Director is preparing to reactivate the membership campaign which was recessed during the summer months. Details will be available at an early date.

In closing I would like to point out that the Board of Directors, through the Club Staff, is most anxious to offer the best in Club services. This can only be accomplished if each member is able to register his approval or disapproval of these services. For this reason, a suggestion box has been installed in the lobby. Members—you can help up help you if you will make use of this facility to tell us how we are doing. We on the Board of Directors are members such as you and have but one objective; to make SHADOW MOUNTAIN CLUB the finest in the country. With your help we are sure to accomplish this.

Sincerely yours,

BOYNTON F. JONES,
President.

"Doings In The Desert"

DON HAMILTON of VALLEY LUMBER heaved a big sigh of relief a couple of weeks ago upon completion of the 4,200 square foot addition to the Palm Desert store. This is an outstanding example of the building growth now taking place throughout the area and the attractive addition features enlarged departments of housewares, giftwares, building materials, paint and lumber. The ultimate aim is, of course, to make this the finest and most outstanding lumber and hardware store in Coachella Valley.

* * *

LEONARD LOCKHART of PALM DESERT SALES COMPANY recently announced the opening of Palm Desert View Estates which is comprised of seventy-five of some of the most desirable estate size, building sites on the desert.

* * *

The fine new fountain grill adjoining ED MULLINS' PALM DESERT PHARMACY—and under the supervision of BOB KEEDY—was a much needed and a very welcome addition to our community. And, incidentally, this pharmacy is a fine, modern version of the "Village Drug Store" . . . it is immaculately clean, wonderfully stocked to take care of all your needs and with pleasant, courteous people behind the counters. Everybody knows everybody.

* * *

HAL KAPP and TED SMITH are offering Palm Desert Highlands to the discriminating buyer. Long ago the motto of this magazine became—"Buy Desert, By Golly!" and it is good to see that so many people are taking this advice seriously. The hustle and bustle of Palm Desert is a joy to behold.

* * *

And not to be overlooked are the beautiful SILVER SPUR RANCH PROPERTIES owned and being developed by MERCEDES and ADRIAN SCHWILCK, where so many celebrities seeking seclusion amidst the beauty of the desert, are building new homes. To name just a few—Bing Crosby, with new wife Kathy Grant, Alice Faye and Phil Harris and Jimmy Van Heusen. Fred Haney, Manager of the Pennant Winning Milwaukee Braves owns a homesite there and will soon build.

* * *

More progress—more building going on! MR. and MRS. R. KENNEDY HANSON'S big new PALM DESERT SHOPPING CENTRE is nearing completion.

* * *

EDITH EDDY WARD has opened a new unit at Indian Wells and says that due to the enthusiastic response of interested buyers, it may be necessary to open a branch office on the property.

* * *

One more fine addition—Coachella Valley Savings & Loan has opened up a Palm Desert office under the aegis of TED SMITH.

* * *

Still something else new—PALM DESERT KIDDIE RANCH—run by JOY DIAMOND. This is a fine child care center—" . . . where children learn to play, and play to learn." There are classes both mornings and afternoons.

(Continued on page 17)



Shadow Mountain Club's President Boynton Jones—club member and Coachella Valley resident for many years is also a Rotarian and International Counsellor of the Lion's Club. Mr. Jones and his wife, Vivian are enthusiastic golfers and both are very active in the many affairs at the club.

THE SHADOW MOUNTAIN CLUB

The Shadow Mountain Club is a private and restricted club serving its members and their guests in the enjoyment of life in the sun at Palm Desert, California, the nation's most beautiful desert playground. Under the ownership and direction of Shadow Mountain Park, Inc., the Club offers facilities that include pool swimming, tennis, golf, dining, dancing, poolside cabanas and a host of outdoor recreational activities. Address: P. O. Box 14, Palm Desert, California. Telephone, FReside 6-6123.

OFFICERS OF CLUB

Boynton Jones	President
A. J. Odell	Exec. Vice President
Carl Henderson	Vice President
Robert Owen	Treasurer
L. C. Lewis	Secretary
Gertrude Stretch	Asst. Sec. Treasurer

BOARD OF DIRECTORS

S. Theodore Smith	Boynton Jones
A. J. Odell	Andrew S. Moseley
Robert Owen	Allen A. Willard
Tom F. Brown	James Harstad
Carl Henderson	Cliff Henderson
Mrs. John Hill	Stanley Joseph
L. C. Lewis	Eugene Roberts
Cecil D. Willis	

THE STAFF

Ernest Boudreau	Club Manager
Gertrude Stretch	Auditor
Jewel Neal	Publicity Director
Frank D'Amico	Maitre d'Hotel
Leon Duray	Chef
Wm. Nash	Asst. Mgr.-Steward
Magda Rurac	Tennis Pro
Bob Pinnell	Golf Pro
Betty Crockett	Swimming Instructor
Frank Sorenson	Membership Director
Evelyn Sanders	Membership Secretary
Ruth Steiner	Receptionist

Club Closeups . . .

Who! When! Where!

By GRETCHEN

Why do people come to the desert? Doubtlessly asked by those who have only seen but not "felt" the desert. Some of the reasons are obvious, such as the wonderful, pure, smogless air—warm winter days, betterment of health, gay social life and on and on! The health seekers feel so much better, as they enjoy the casual, lazy life in the sun and warm pools. The social life can be "lived up" or touched lightly. One of the biggest and best reasons for coming to the desert is the beautiful Shadow Mountain Club. The perfect spot to eat, meet and have fun—What's more, the whole family can enjoy this fabulous spot—Recreation for children of all ages. Dining, dancing, costume parties, movies and bridge luncheons, good shows—oh, well, one could go on and on concerning this beautiful desert oasis.

Let us glance for a moment at the names of our new members—Mrs. Helen H. Walker of Los Angeles, Mr. and Mrs. Carl Bramming of Nashville, Tenn., Mr. and Mrs. Max Hoeptner of Santa Ana, Mr. and Mrs. James O. Griffin of Woodland Hills, Mr. and Mrs. Noel Sharp of Thermal, Mr. Robert Bonner of Fairfield, Texas, Mr. and Mrs. William F. Beedle, Palm Desert, Mr. and Mrs. Karl Haney, Palm Desert, Mr. and Mrs. Maynard Berg, Indio, Mr. and Mrs. Walter B. Stearns, Palm Desert, Mrs. Catherine Pritzlaff, Palm Desert, Mr. and Mrs. Richard Beresford, North Vancouver, Canada, Mr. and Mrs. Eddie Susalla, Rancho Mirage, Mr. and Mrs. Martin P. Conlan, San Francisco, Mr. and Mrs. John Smurr, of Woodside, Calif.

Mr. and Mrs. Lorraine Webster, Palm Desert, Mr. and Mrs. George Stangohr, Hollister, Cal., Mr. and Mrs. Lawrence Patterson, Palm Springs, Mrs. Beth Grant, Rancho Mirage, Dr. and Mrs. George Munns, Winnetka, Ill., Mr. and Mrs. Ardis Kennedy, Kenilworth, Ill., Mr. and Mrs. J. Phil Franklin, Rancho Mirage, Mr. and Mrs. David Hill, Pasadena, Mr. and Mrs. Vernon Brown, Palm Desert, Mr. and Mrs. Ralph Coplen, San Francisco, Mr. and Mrs. Hugh Haldy, Mecca, Mr. and Mrs. James Selle, Palm Desert, Mr. and Mrs. Ludlow Flower, Jr., Beverly Hills, Mr. and Mrs. Willard Smith, Palm Desert, Mr. and Mrs. J. O. O'Dell, Palm Springs, Mr. and Mrs. Werts



More Shadow Mountain Club travelers and visitors to The Islands—Allen and Eleanor Willard sailed for Honolulu on the Matsonia to celebrate their twenty-fifth wedding anniversary.

Hancock, Indio, Mr. and Mrs. John Horne, Los Angeles, Mrs. Hertha Matthias, West Los Angeles, Mr. and Mrs. Russell Marshall, Palm Desert, Mr. Jerome Richardson, Palm Springs.

July was a month of short vacations—the Tom Browns went to the midwest—visiting for Marge and fishing for Tom—Boynton and Vivian Jones attended the International Lion's Convention in San Francisco and had a wonderful time. The Ben Sponbergs spent a few days at the Las Vegas Sahara—and were very lucky! Kenneth Roberts, Billy Ring and Ray Johnson, outstanding Boy Scouts, attended the big Boy Scout Jamboree at Valley Forge, Pa. Kenneth Roberts went on to England to attend the International Boy Scout Jamboree. The "Fun Fair" was a July high-spot—and hotspot at Shadow Mountain Club—but it was really a day and evening of fun and proved a great success to those who worked hard to make it so.

Ralph and Natalie Hale, Wilma and John Moran, Helen and Bill Seals, Mrs. Earle Macartney, Gertrude



YOUR
PLYMOUTH — DODGE — CHRYSLER — IMPERIAL
DEALER

FOR COACHELLA VALLEY

KAY OLESEN'S

IMPERIAL MOTORS

83-095 Highway 99, Indio

66-491 Highway 111, Palm Springs

Keedy, Tom Alongi, Win Andrews, Allen and Jeanne Ahrens, Mary Lou Fredhold were holders of key committee activities—Ernie and Jo Boudreau took off for a few days in Las Vegas . . . a group of old time residents who call themselves "The Pioneers" gathered together on July 4th for their annual "all day" party—the Ralph Caplingers home the place for Brunch and the Wilbur Bears rang the "dinner bell" for this crowd—The R. E. Brooks, Mrs. Belle Keightley, Edna Value, Fran Barry, J. B. Schutz', Werner Gubitz', Roy Verniers, Don Carnes, Mon Wallgrens, Ray Jones and Dr. and Mrs. E. Ruge were all present.

Bob Keedy opened his Coffee Shop in the Patio Shops in July — Fred and Velma Blades left for Michigan—George and Pinky Walling, along with Ellen and John Moon made a July flight to Hawaii—the Ralph Caplingers, Roy Verniers, J. B. Schutz', and Henry LaForgues sailed for Hawaii this month—Belle Keightley left this same month for a two months' stay in Westwood. July saw Edith Eddy and Bunny Ward enjoying the cool breezes of the "Lazy H" Ranch—Mr. and Mrs. Floyd Mitchell spent the summer in Shelton, Washington, with the Erick Bergquists. Mrs. L. W. Thompson left for a European trip this magic month of July—the John Morans love the desert and would not think of going beyond Pinyon Crest for a vacation! The Carl Colemans always spend the summer in their home in Portland, Oregon—Mrs. Bobbie Reichert took off for Wisconsin and New York for the summer—the month of August came into a rather deserted Palm Desert—but those who stayed here, said it was not too terribly hot—the Fredholes, Vera and Nancy Arnold were among the brave stay-at-homes—Edna Value took off for a six weeks' visit with Isabelle Belyea at Zephyr Cove, Lake Tahoe—

Mrs. Arthur Pautz left New York Aug. 18th for a cruise of several months—Win and Dorothy Andrews took a long over-due vacation in August—in Olympia, Washington, of course—Mr. and Mrs. Clarence Beck, (Babe and Betty) spent August in Omaha, Nebr., visiting their respective families. The Steeles, (Dudley and Pat) took an apartment in Los Angeles, where they spent two weeks in July and August. The Don Hunters summered in La Jolla and San Francisco—L. G. and Anne Baird were faithful desert folk—spent July and August in their Sun Lodge, going to the coast for September—Forrest and Eunice Bower spent a few weeks in the northwest, but they are also faithful summer residents—the Wilbur Bears went from Palm Desert to Africa, by way of the continent—they will have wonderful pictures to show this winter at Shadow Mountain Club—Dorothy and Pete Pierson are another pair of "summer faithfuls"—some golf now and then over on the coast, that's all!

Again, we ask, why do people come to the desert—because they love it! And because, even in the hot summer, there is always the Shadow Mountain Club—a cool place to gather — have a snack, swim in the "pool of pools," good movies out on the lawn—In fact, summer or winter, it's the place everyone goes! Meet you there very soon! All activities are in full swing and better than ever, at Shadow Mountain Club, of course!



REAL ESTATE
HAL KAPP-TED SMITH

Announcing Beautiful

PALM DESERT HIGHLANDS

VIEW LOTS — ESTATE SIZE
OVERLOOKING PALM DESERT

Two offices to serve you in Palm Desert

73-347 Hwy 111	Fireside 6-6454
74-102 Hwy 111	Fireside 6-6892

Palm Desert Kiddie Ranch

FINEST CHILD CARE CENTER
IN THE DESERT

OPEN—7 DAYS MORNINGS—AFTERNOONS

TRANSPORTATION AVAILABLE

JOY DIAMOND, Director Fireside 6-6854
74-041 San Marino Circle — Palm Desert California

FOR YOUR NEW

Cadillac . . .

OLDSMOBILE

See Plaza Motors

IN PALM SPRINGS

290 INDIAN AVE.

Sales: FAirview 5-2572 — Service: FAirview 5-2571

Fine Selection Late Model Used Cars

Shadow Mountain Club's Tenth Informal Opening



This party included the Rudd Hackborns, the Carl Hendersons, the Ralph Rollins', the Boynton Jones' and the Andrew Moseleys.



Right to left: Mercedes and Adrian Schwilck, Edith Morrey, Tom Brown, "Ting" Kittle, Harlan Kittle and (barely seen) Marjorie Brown and Dr. Robert Morrey.



Left to right: Mrs. John MacConaty, Cliff Henderson, Marion Marsh, Mr. and Mrs. William Lear and Mr. John MacConaty.



Left to right: Mrs. Elston Herron, Mrs. George Walling, John Moon, Mrs. John Moon, Elston Herron and George Walling.



This merry group includes the Jerry Malones, the Bob Owens, Gene and Teddy Roberts and the Milt Pages with two guests.



Shadow Mountain Club Members dancing to the music of The Royal Lantzers.

Shadow Mountain Club's Tenth Informal Opening



This long table included the Don Carnes, the Wilber Bears, the Wesley Bears, the William Beedles, the Arthur Coopers and the Walter Stearns, as well as Mrs. Alice Cooper.



Mr. and Mrs. James Adamson with Mr. and Mrs. Dick Ranspot.

A Way of Life . . . Shadow Mountain Club

Nestled down among the copper-hued foothills of the Santa Rosa range, which juts out to form great protection for the town, is Palm Desert — home of the beautiful Shadow Mountain Club. Beyond rises the spectacular snow-capped Mt. San Gorgonio, highest peak in Southern California, and there is no lovelier setting than the one created by the ever-changing shadows of the mountains.

One of the finest country clubs in existence today—Shadow Mountain is in its 10th year and listed among its members are those of established business and social standing from all over the United States, as well as Hawaii and Alaska.

One of the tremendous attractions of the club is the enormous figure-eight pool. There is enjoyment here for everyone—even those who don't go in the water—and throughout the year the pool is the setting for water ballets, aquatic exhibitions and competitions, providing fun for those taking part, and diversion for onlookers.

For the sports-minded—there is plenty of thrill-packed activity. Two seasons ago more than one hundred and fifty contestants participated in the first Annual Shadow Mountain Club sponsored, and AAU sanctioned open and invitational swim meet held in the club pool. Two national and seven Southern Pacific records were broken in the two day swim carnival. It can be seen that a great deal of pleasant activity focuses around the pool.

There are tennis courts under the professional supervision of Magda Rurac, winner of many important European matches and trophies. Miss Rurac, to prove that she still plays a championship game, not too long ago defeated Pauline Betz Addie, holder of many world championships, at a tournament here at Shadow Mountain Club.

Palm Desert's Sixth Annual Invitational Tennis Tournament was played out last year at Shadow Mountain

Club, drawing many of the big names of the game. This Tournament is sponsored by the United States Lawn Tennis Association, Southern California Chapter.

For the equestrian, Shadow Mountain Stables adjacent to the club provide outdoor barbecues, Sunday morning breakfast rides, moonlit hayrides and many other western ranch style doings.

Shadow Mountain Club—set right down in the midst of many famous golf courses, of course, has its own green with the most avid bunch of players to be found anywhere in the world, a fine golf pro, Bob Pinnell and its own "Hole-in-One-Club."

* * *

But when the sun goes down—every evening is truly a glorious climax to the exhilarating fun-packed hours of the day. After dark, whether one chooses the setting of the exquisitely beautiful Dining Room, the picturesque Indio Room or the spacious, colorful lounge, invariably one finds an environment conducive to luxurious enjoyment.


Cuisine unsurpassed, companions of your own choosing, services and facilities above reproach—small wonder, indeed, that every club social event takes its place as one of life's treasured experiences.

The Shadow Ball, with all its formality—beautiful women in expensive gowns—is looked forward to from season to season by the members of this exclusive club; then following in quick succession—Aladdin's Ball, the Floral Ball, and a fantastically arranged Luau, providing pleasure and fun for members and their guests.

Suffice to say that rich are the memories of all who have gathered here, dining and dancing or playing in the sun—enjoying each full season with social event upon social event crowding delightfully in—one upon another in the beauty of the Shadow Mountain Club.



COME IN OR CALL—

Paul Heinley 

OF PALM SPRINGS - PALM DESERT

Under the management of Elizabeth and Earcel Ostler
74-110 Highway 111—Flreside 6-6367—Flreside 6-6378

BEVERLY HILLS SHOWROOM

332 N. Rodeo Dr., CRestview 1-3993

FACTORY

2211 Michigan Ave., Santa Monica, Calif., TEXas 0-4897

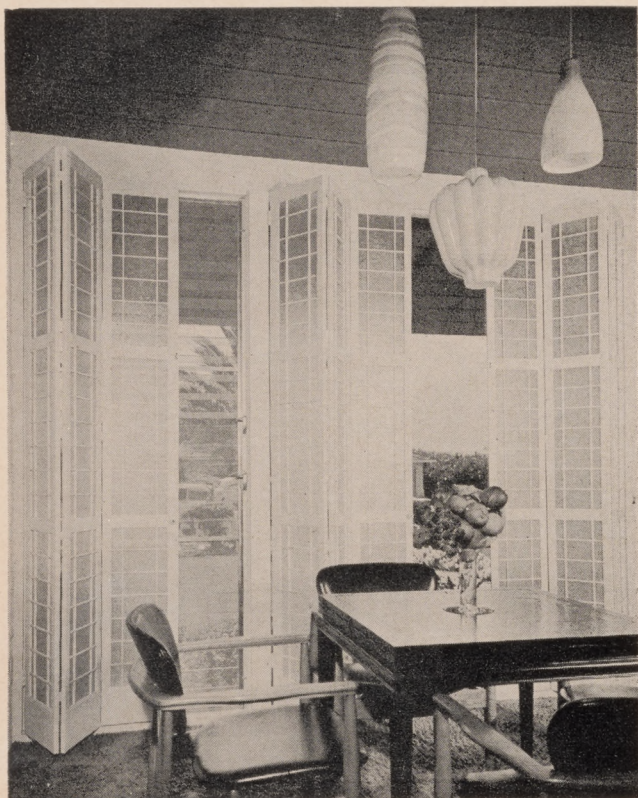
Paul Heinley

(Originator of today's movable shutters)

**ANNOUNCES THE OPENING
OF A NEW SHOWROOM
AND SERVICE CENTER FOR
THE PALM SPRINGS AREA**

For the past ten years discerning Palm Springs and Coachella Valley residents have discovered living more enjoyable with Paul Heinley's distinctive movable shutters and shojis in their homes.

- ★ We now offer old friends and new customers a complete and faster service including sales, measuring, finishing and installation at Los Angeles prices.
- ★ Our organization will suggest scores of exciting new ideas, designed especially for desert living.
- ★ Free estimates and planning.



Pictured are custom designed door-high shoji panels by Paul Heinley for a modern living room in Palm Springs. Finished white with ladder grille and clear white fiberglass linings they match interior brick walls. Installation in a series of three panels to accordion fold allows full view to exterior.

EXCLUSIVE!

New Subdivision — Just Opened

Palm Desert View Estates

75

of the Most Desirable

Estate Size Building Sites

in the Desert

near Shadow Mountain Club

ALL IMPROVEMENTS

Attractive Opening Prices

Terms Available

Palm Desert Sales Company

Offices—Palms to Pines Highway & El Paseo
73-555 Hwy 111—Next to Standard Oil Station

Flreside 6-6108

Flreside 6-6742

T H I S ' N T H A T

JEANNETTE CONSTANTINO, who is well-known for her notary-secretarial service with offices in The Center has, at great expense, recently installed a THERMO-FAX duplicating machine. There is no waiting. This fine machine will give you a duplicate of letters or legal documents in a matter of seconds and, of great importance, is the fact that duplicates made by the Thermo-fax process are accepted in a court of law.

- T N T -

For a surprise and sheer delight visit JOE'S LIQUOR and GOURMET PANTRY in Rancho Mirage. Here you will find your favorite brand of liquor, as well as such niceties as Champagne baskets made of wicker for an unusual gift (full of Champagne, of course). The proprietor of this fine establishment is JOE BUCCINO and he has on order many imported and unusual Christmas gifts in the Gourmet line. This fine store carries an assortment of practically everything including hors d'oeuvres for a large or small cocktail party. Call JOE and he will help you decide on what you need. There are chocolates and everything under the sun for that midnight snack. You'll find something DIFFERENT for that cocktail party at JOE'S.

- T N T -

Just a word about ANDY ANDERSON'S ALAD-INN—one of the small but very beautiful hotels adjacent to the club on Shadow Mountain Drive. The ALAD-INN is done in an oriental motif.

- T N T -

HALE'S in The Patio Shops would like you to know that they are well stocked with things to please the golfer, including the new Munsingwear Free-swing golf shirt in TEN colors.

- T N T -

ROY ST. LEON and JOHN MOON of SILVER SPUR REALTY CO., are conducting a general real estate business in the Palm Desert area and have exclusive listing of SILVER SPUR RANCH PROPERTIES.

- T N T -

GALA VILLA — Palm Desert's newest apartment hotel opened its doors on October 19th, being launched with one of the nicest cocktail parties of the season. Owners LAYTON and GEORGIA WATERMAN are looking forward to welcoming their many friends to the GALA VILLA, located at the gates of the Shadow Mountain Club.

- T N T -

A surprising change made during the summer was the purchase of the Palm Desert Lodge from the Moyers by OWEN and MARY ANN HUDSON, who formerly managed FIRECLIFF LODGE.

(Continued on page 12)

A COMPLETE INSURANCE SERVICE
Sparey-Holt & Co.
GENERAL INSURANCE & BONDS
"We Stand Between You and Loss"
Indio Phone Diamond 7-3384

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THIS 'N THAT (Continued)

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— T N T —

MR. and MRS. SAND HO—otherwise known as the JIM GRIFFINS—are fast becoming one of the most popular couples in Palm Desert, and are very active in civic affairs as well as club activities.

— T N T —

HOWARD DIETZ of Rancho Mirage stopped in to say that jewelry in original designs—using precious stones and metals — is now being made right at DIETZ DESIGNS.

— T N T —

CARMEN SHELTON of SHELTON's DRAPERIES in Indio takes great pride in the fact that all draperies for Desert Holly, a new cooperative apartment building, as well as those for Gala Villa were made and installed by her establishment.

— T N T —

GEORGE MICHEL and his wife, EDITH have reopened their fine BAKERY SHOP in The Center to begin their second season.

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New Dress Shop—POOLSIDE—
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LULU BELLE of Palm Desert is the name of the new shop on the club grounds. Owners Earlene Schildge and Jean Hanousek will be happy to show the ladies their fine stock which includes the complete Margie Webb line—worn exclusively by Ida Lupino on her television show. For the hostess who would be glamorous as well as comfortable while entertaining at home, it is suggested that she see the many outfits by this famous designer. And LULU BELLE of Palm Desert also features a variety of sportswear, casual things and swim wear. For those dress-up occasions there are Don Loper Originals. As an added attraction—and particularly with Christmas so close at hand—a visit to the fine Boutique Section, featuring many imported things, might add a new sparkle to your gift-giving.

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PALM DESERT WOMAN'S CLUB

The current season promises to be an interesting one for the Palm Desert Woman's Club. The first meeting—a luncheon with business after—was held in the home of Mrs. Carl Henderson, President. The next one, on October 17th, at Shadow Mountain Club resulted in a turn out of nearly seventy.

Luncheon meetings at 12:30 p.m. will be held at the club on the third Thursday of each month and, after all of their business is out of the way, many of the ladies enjoy a game of cards.

Mrs. Henderson announces that there are some very good programs lined up for the entire season.



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Something Personal

By JEWEL NEAL

SHADOW MOUNTAIN CLUBBERS are the travelingest people! For instance, Mrs. Hudson B. Werder of Shadow Mountain Terrace startled all those hereabouts by whisking her newly married grand-daughter, Sandy, off on a several week's tour of Europe immediately following her marriage to Harold Schowengerdt. Everyone relaxed, however, when it was discovered that the groom had already departed to fulfill a previous engagement with Uncle Sam, which would have just left Sandy lonesome and blue and feeling all alone. Sandy's and Mrs. Werder's trip included visiting England, Holland, France, Germany, Italy, Switzerland and the fascinating Vienna, Austria. Her groom's parting words to Sandy were—"Take it easy now and don't wear your grandmother out." It turns out, however, that the light-hearted and light-footed grandmother was the one who could spend all day long in the exhaustive business of touring and sight-seeing and STILL be looking forward with great anticipation to dining each night in the famous European eating places, while poor Sandy—most nights—crept into her bed too exhausted to want any dinner at all, much less the kind that included night-life with floor show. Mrs. Werder and Sandy arrived home just three days ahead of Harold, who had by that time finished his basic training.

* * *

And Mercedes and Adrian Schwilck were able to get away on a jaunt to The Islands during the time of the Trans-Pacific Yacht Race and, consequently saw many of their friends from the Beach area who were competing. Adrian (in typical business-man fashion) began to fidget the moment they set foot on The Lurline. However, to prove the old adage, "It's an ill wind that blows no good," it was just at this time that the strike was called which slowed down all the building in the area. Consequently, Adrian relaxed and enjoyed the trip which among other things included the Schwilcks at The Purser's table on the big ocean liner. This, of course, added greatly to the fun and festivity while on board ship.

* * *

Popular club members Ed and Polly Welcome hied

themselves off on an eight thousand mile trip by automobile which took them back east and all about.

* * *

It's good to see the happy, smiling face of Velma Blades in the crowd at the club once more. Fred and Velma are back at their home in the desert to spend the winter after several weeks back east which included a stop-over in Washington, D.C., and a month at their home in Michigan.

* * *

The Kay Olesens tell me they went on a glorious trip up through Canada and the Great Northwest, spending a week on a big fishing boat at the mouth of the Columbia River. The salmon fishing was terrific this year and the Olesens had some of the fish they caught canned and sent back here for their enjoyment.

* * *

Shadow Mountain Club President Boynton Jones was a year older on October 25th and to commemorate the occasion, wife Vivian set up a dinner party at the club which included the Andy Moseleys, the Carl Hendersons and the Ralph Rollins. A very beautiful birthday cake put the finishing touch on the evening.

* * *

Bing Crosby, Palm Desert's Honorary Mayor, married Kathy Grant in a surprise Las Vegas wedding. The pair planed in to spend a quiet week-end at their new home at Silver Spur Ranch but a honeymoon was precluded at this time as both were due at their respective studios the following Monday morning.

* * *

Beverly Beck, daughter of long-time club members, Mr. and Mrs. Bob Beck has entered Stephens College at Columbia, Missouri. Notwithstanding the distance—an entire trainload of young girls from Southern California left on September 8th for this famous finishing school in the mid-west.

* * *

Word comes from Chuck and Sallye Yates that a short time ago famous singer Lillian Roth, who has a new home here, needed a piano in a matter of hours as her pianist was en route from the east coast to go into rehearsal with her. The singer's husband called Yates Music Store in Palm Springs and was happy to learn that immediate delivery (within the hour, that is) could be had on a new Baldwin piano, whereupon Chuck promptly shouldered the instrument wanted—piled it into his bright yellow Volkswagen—and, with Sallye by his side barreled merrily over to the singer's home. The music room is of black and white decor and, to the delight of all concerned, the new piano looked as though it had been especially built into the color scheme.

* * *

New Shadow Mountain Club members — Al and Gladys Welle, Jr., spent the summer here building their beautiful home of modern design on Bel Air Road in Palm Desert Highlands.

* * *

We could have had a "Parents of Famous People"

(Continued on page 15)



The lovely Polly Welcome with handsome husband, Ed posed graciously for the photographer at the Tenth Informal Opening Dinner Dance at Shadow Mountain Club.

Something Personal (Cont'd)

here at the club the other night. Dining were Mr. and Mrs. H. R. Caulfield, parents of Joan Caulfield; Dr. and Mrs. A. J. Munsel of Malibu whose daughter, Patrice is not only famous in opera but now has her own TV show; Mrs. Alice Cooper, mother of Gary Cooper was in with her other son and his wife, the Arthur Coopers; and Mr. and Mrs. William Beedle, whose son is movie star William Holden.



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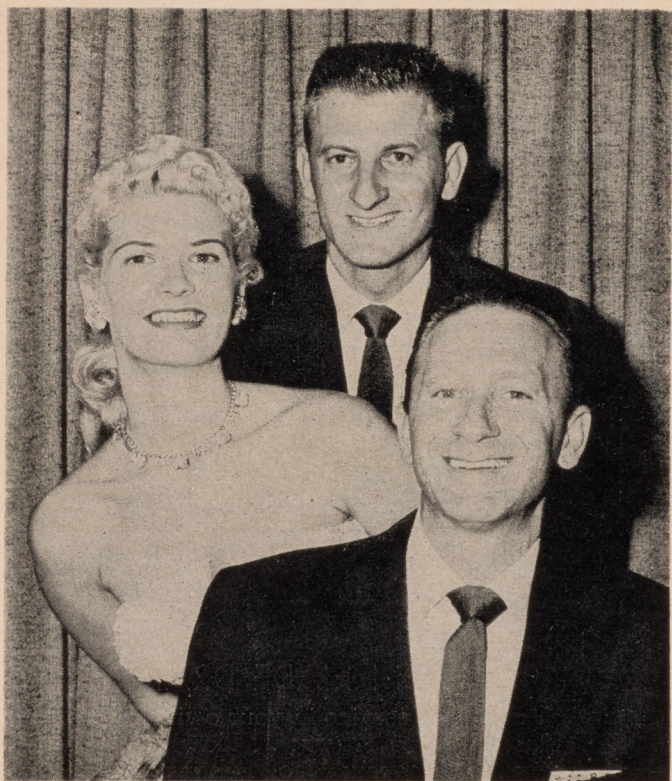
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SPORTS



LADIES' GOLF

Shadow Mountain Women's Golf Association's first meeting of the season was a get-together luncheon at the Club. The President, Mrs. Keith Crouse, announced that due to the work being done on the golf greens, no special golf events would be announced until after November 1st.

"Hobe Ear Rings from Christine" were donated by Mrs. Christine Markley and were won by Mrs. Maude Donovan.

"Happy Birthday" was sung to Mesdames Velma Blades, Vivian Jones and Ruth Gerlach.

Those attending the luncheon were: Velma Blades, Pat Emal, Ellen Johnson, Maude Donovan, Eileen Wood, Martha Crouse, Helen Seals, Louise Gunsolus, Dolly Olsen, Edna Value, Gertrude I. Keedy, Jo Kroeger, Carolin Haberdier, Pat Steele, Dell Meredith, June Goodwin, Jean Wood, Beth Fisher, Ruth Gerlach, Frances Barry, Marguerite Cohun, Jean Cooper, Vivian Jones, Lela Thompson, Lois Huntoon, Jean Miles, Irene Cornelius, Helen Sumpter, Viola F. Brooks, June Crux, Belle Keightley, Margaret Monroe, Edith Jones, Dorothy Pierson, Maude A. Chambers, Hazel Steemps.

THE ANDY MOSELEYS INITIATE SHADOW MOUNTAIN CLUB'S REFURBISHED COCKTAIL LOUNGE

Preceding the Club's Informal Opening Dinner and Dance on October 19th—the Andrew S. Moseleys hosted the first cocktail party of the season to be held in the intimacy of the newly decorated cocktail lounge. Those enjoying the hospitality of the Moseleys were the Rudd Hackborns, the Ralph Rollins', the Boynton Jones' and the Carl Hendersons. Following cocktails, the entire party moved into the dining room to take part in the Club's Informal Opening Festivities.

"DOINGS IN THE DESERT" (Continued)

The Little Theatre Players Group of Palm Desert will once again bring live entertainment to the Coachella Valley. Clay Stearns will produce the shows in the Leisure Loft, adjacent to Desert Magazine. Mr. Stearns has had a varied and interesting life in the professional theatre, as well as extensive ballet training and this training as a dancer led finally to a career of thirty years in vaudeville with his own comedy dancing act.

GOLF

The members will be glad to know that Shadow Mountain Club's Golf Pro—Bob Pinnell—is back for the new season and he is looking forward to seeing all of his old friends on the golf course as well as our many new members. Arrangements for private instruction can be made by calling him here at the club.

TENNIS

Magda Rurac, the club's Tennis Pro who has an outstanding record of championship play to her credit, has returned and is available to help you improve your game. Call Magda for private instruction, which is usually by appointment. And the Children's Tennis Clinic will soon be under way.

SWIMMING

Betty Crockett, Shadow Mountain's fine swimming instructor, has her share of trophies to indicate prowess in the water. Betty is a fully accredited Red Cross Water Safety Instructor, qualified to pass adult or child on Red Cross Swim Tests, which includes Senior Red Cross Life Saving. Betty is anxious to get swimming classes—for young and old—started in the beautiful and well-heated pool here at the club so call her for information on swimming classes or for private instruction.

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An Open Letter

To: The Membership of SMC

From: Frank Sorenson,

Membership Director

As you all know, there's a lot of fun to be had at Shadow Mountain Club and, as members, it is your right to take part in it.

The greatest pleasure most people have found at the Club is in sharing their enjoyment with others; this may be an old friend, a new neighbor or simply someone you have just met. If you know anyone in any of the foregoing categories, who would get a great deal out of belonging to the Club—and add to the happiness of the present membership — why not offer to sponsor these prospective new members? In this way they, too, can enjoy all the pleasures and facilities Shadow Mountain Club has to offer.

Our Club is growing, both in membership and added new facilities, so won't you help in its growth by bringing in at least one new member? In this way, our membership will be building up and greater participation in the events of the Club will be enjoyed by all.

Please let us hear from you.

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Teen-age Dances At Shadow Mountain

The Teen-Age Committee comprised of Susie Smith, Joanie Torrence, Roger Roelle, Robert Claiborne, Dave Lassly and Sandy Chadbourne, under the guidance of Mrs. Neal Chadbourne, has had charge of the weekly Shadow Mountain Club Teen-Age Dances.

Attendance at these fun-filled dancing sessions is by invitation only and the Committee has found that the issuing of specially stamped Guest Cards is working out quite successfully. All Teen-Agers admitted—by Guest Card—must also sign the Guest Register specifying their respective sponsors.

Susie Smith is in charge of refreshments.

The Neal Chadbournes of Indio, the Harold Smiths of Palm Desert, Mrs. Victor McKee and Mrs. Larry Clause have been chaperoning these Saturday night affairs.

And — PLEASE NOTE: Teen-Age Dances will be held on FRIDAY NIGHTS from now on, and not Saturday nights as has been the custom.

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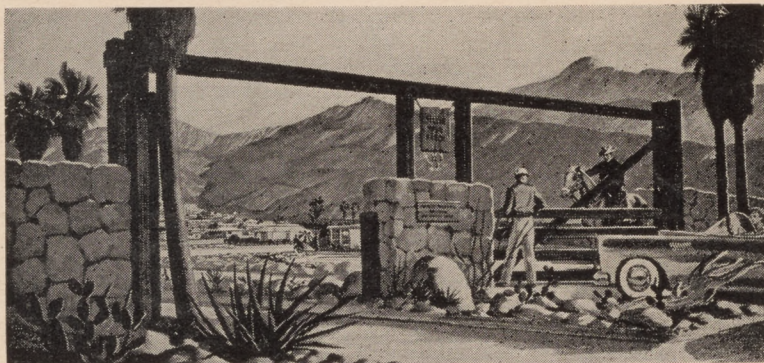
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